



KVVU TV
25-TV 5 Drive
Henderson, NV 89014
(702)435-5555

Henderson - Las Vegas

CONTRACT

<u>Contract / Revision</u> 484799 /		<u>Alt Order #</u> 06226588
<u>Product</u> DEAN HELLER 4 SENATE		
<u>Contract Dates</u> 09/19/12 - 09/25/12	<u>Estimate #</u>	
<u>Advertiser</u> Dean Heller For Senate		<u>Original Date / Revision</u> 07/10/12 / 08/08/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KVVU	<u>Account Executive</u> Teresa Difuria	<u>Sales Office</u> TELEREP-PHIL
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

Strategic Media Services
3299 K Street NW, Suite 200
Washington, DC 20007
USA

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	KVVU	09/19/12	09/21/12	FOX 5 News 5-6am M-F	5a-6a		:30			NM	3	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	--WTF--				3	\$250.00			
N 2	KVVU	09/24/12	09/25/12	FOX 5 News 5-6am M-F	5a-6a		:30			NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	MT-----				2	\$250.00			
N 3	KVVU	09/19/12	09/21/12	Fox 5 News AM M-F 6a-7a	M-F 6a-7a		:30			NM	3	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	--WTF--				3	\$450.00			
N 4	KVVU	09/24/12	09/25/12	Fox 5 News AM M-F 6a-7a	M-F 6a-7a		:30			NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	MT-----				2	\$450.00			
N 5	KVVU	09/19/12	09/21/12	Fox 5 News AM M-F 7a-9a	M-F 7a-9a		:30			NM	3	\$1,275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	--WTF--				3	\$425.00			
N 6	KVVU	09/24/12	09/25/12	Fox 5 News AM M-F 7a-9a	M-F 7a-9a		:30			NM	2	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	MT-----				2	\$425.00			
N 7	KVVU	09/19/12	09/21/12	More M-F 9-10a	M-F 9a-10a		:30			NM	3	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	--WTF--				3	\$150.00			
N 8	KVVU	09/24/12	09/25/12	More M-F 9-10a	M-F 9a-10a		:30			NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	MT-----				2	\$150.00			
N 9	KVVU	09/19/12	09/21/12	The Dr.Oz Show	M-F 10a-11a		:30			NM	3	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	--WTF--				3	\$125.00			
N 10	KVVU	09/24/12	09/25/12	The Dr.Oz Show	M-F 10a-11a		:30			NM	2	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	MT-----				2	\$125.00			
N 11	KVVU	09/19/12	09/21/12	Divorce Court/Divorce Court	M-F 12-1p		:30			NM	3	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.



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Henderson, NV 89014
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Henderson - Las Vegas

<u>Contract / Revision</u>	<u>Alt Order #</u>
484799 /	06226588

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
09/19/12 - 09/25/12	DEAN HELLER 4 SENA	

<u>Advertiser</u>	<u>Original Date / Revision</u>
Dean Heller For Senate	07/10/12 / 08/08/12

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>																													
		Week: 09/17/12	09/23/12	---WTF--				3	\$100.00																													
N 12	KVVU	09/24/12	09/25/12	Divorce Court/Divorce Court	M-F 12-1p		:30			NM	2	\$200.00																										
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		Week: 09/24/12	09/30/12	MT-----				2	\$100.00																													
N 13	KVVU	09/19/12	09/21/12	Cold Case Files	1-2pm		:30			NM	3	\$300.00																										
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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>																													
		Week: 09/17/12	09/23/12	---WTF--				3	\$100.00																													
N 14	KVVU	09/24/12	09/25/12	Cold Case Files	1-2pm		:30			NM	2	\$200.00																										
<table><tr><td></td><td></td><td><u>Start Date</u></td><td><u>End Date</u></td><td><u>Weekdays</u></td><td></td><td></td><td></td><td><u>Spots/Week</u></td><td><u>Rate</u></td><td></td><td></td><td></td></tr><tr><td></td><td></td><td>Week: 09/24/12</td><td>09/30/12</td><td>MT-----</td><td></td><td></td><td></td><td>2</td><td>\$100.00</td><td></td><td></td><td></td></tr></table>															<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>						Week: 09/24/12	09/30/12	MT-----				2	\$100.00			
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>																													
		Week: 09/24/12	09/30/12	MT-----				2	\$100.00																													
N 15	KVVU	09/19/12	09/21/12	Katie	2-3p		:30			NM	3	\$450.00																										
<table><tr><td></td><td></td><td><u>Start Date</u></td><td><u>End Date</u></td><td><u>Weekdays</u></td><td></td><td></td><td></td><td><u>Spots/Week</u></td><td><u>Rate</u></td><td></td><td></td><td></td></tr><tr><td></td><td></td><td>Week: 09/17/12</td><td>09/23/12</td><td>---WTF--</td><td></td><td></td><td></td><td>3</td><td>\$150.00</td><td></td><td></td><td></td></tr></table>															<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>						Week: 09/17/12	09/23/12	---WTF--				3	\$150.00			
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>																													
		Week: 09/17/12	09/23/12	---WTF--				3	\$150.00																													
N 16	KVVU	09/24/12	09/25/12	Katie	2-3p		:30			NM	2	\$300.00																										
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		Week: 09/24/12	09/30/12	MT-----				2	\$150.00																													
N 17	KVVU	09/19/12	09/21/12	Anderson	3-4p		:30			NM	3	\$525.00																										
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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>																													
		Week: 09/17/12	09/23/12	--WTF--				3	\$175.00																													
N 18	KVVU	09/24/12	09/25/12	Anderson	3-4p		:30			NM	2	\$350.00																										
<table><tr><td></td><td></td><td><u>Start Date</u></td><td><u>End Date</u></td><td><u>Weekdays</u></td><td></td><td></td><td></td><td><u>Spots/Week</u></td><td><u>Rate</u></td><td></td><td></td><td></td></tr><tr><td></td><td></td><td>Week: 09/24/12</td><td>09/30/12</td><td>MT-----</td><td></td><td></td><td></td><td>2</td><td>\$175.00</td><td></td><td></td><td></td></tr></table>															<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>						Week: 09/24/12	09/30/12	MT-----				2	\$175.00			
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>																													
		Week: 09/24/12	09/30/12	MT-----				2	\$175.00																													
N 19	KVVU	09/19/12	09/21/12	The Dr.Oz Show	4-5p		:30			NM	3	\$525.00																										
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		Week: 09/17/12	09/23/12	--WTF--				3	\$175.00																													
N 20	KVVU	09/24/12	09/25/12	The Dr.Oz Show	4-5p		:30			NM	2	\$350.00																										
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		Week: 09/24/12	09/30/12	MT-----				2	\$175.00																													
N 21	KVVU	09/19/12	09/21/12	Fox 5 News at 5	5-530p		:30			NM	3	\$825.00																										
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N 22	KVVU	09/24/12	09/25/12	Fox 5 News at 5	5-530p		:30			NM	2	\$550.00																										
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N 23	KVVU	09/19/12	09/21/12	Fox 5 News at 5 MF 530-6p	M-F 530-6p		:30			NM	3	\$825.00																										
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N 24	KVVU	09/24/12	09/25/12	Fox 5 News at 5 MF 530-6p	M-F 530-6p		:30			NM	2	\$550.00																										
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		Week: 09/17/12	09/23/12	--WTF--				3	\$200.00																													
N 26	KVVU	09/24/12	09/25/12	MORE Access	630-7pm		:30			NM	2	\$400.00																										
<table><tr><td></td><td></td><td><u>Start Date</u></td><td><u>End Date</u></td><td><u>Weekdays</u></td><td></td><td></td><td></td><td><u>Spots/Week</u></td><td><u>Rate</u></td><td></td><td></td><td></td></tr><tr><td></td><td></td><td>Week: 09/24/12</td><td>09/30/12</td><td>MT-----</td><td></td><td></td><td></td><td>2</td><td>\$200.00</td><td></td><td></td><td></td></tr></table>															<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>						Week: 09/24/12	09/30/12	MT-----				2	\$200.00			
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>																													
		Week: 09/24/12	09/30/12	MT-----				2	\$200.00																													
N 27	KVVU	09/19/12	09/21/12	Extra	M-F 7-730p		:30			NM	3	\$900.00																										
<table><tr><td></td><td></td><td><u>Start Date</u></td><td><u>End Date</u></td><td><u>Weekdays</u></td><td></td><td></td><td></td><td><u>Spots/Week</u></td><td><u>Rate</u></td><td></td><td></td><td></td></tr><tr><td></td><td></td><td>Week: 09/17/12</td><td>09/23/12</td><td>--WTF--</td><td></td><td></td><td></td><td>3</td><td>\$300.00</td><td></td><td></td><td></td></tr></table>															<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>						Week: 09/17/12	09/23/12	--WTF--				3	\$300.00			
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>																													
		Week: 09/17/12	09/23/12	--WTF--				3	\$300.00																													

(* Line Transactions: N = New, E = Edited, D = Deleted)

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KVVU TV
25-TV 5 Drive
Henderson, NV 89014
(702)435-5555

Henderson - Las Vegas

<u>Contract / Revision</u> 484799 /		<u>Alt Order #</u> 06226588
<u>Contract Dates</u> 09/19/12 - 09/25/12	<u>Product</u> DEAN HELLER 4 SENA	<u>Estimate #</u>
<u>Advertiser</u> Dean Heller For Senate		<u>Original Date / Revision</u> 07/10/12 / 08/08/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
N 28	KVVU	09/24/12	09/25/12	Extra	M-F 7-730p		:30			NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	MT-----				2	\$300.00			
N 29	KVVU	09/19/12	09/21/12	Fox 5 News M-F 10p-11p	10p-11p		:30			NM	3	\$2,475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	--WTF--				3	\$825.00			
N 30	KVVU	09/24/12	09/25/12	Fox 5 News M-F 10p-11p	10p-11p		:30			NM	2	\$1,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	MT-----				2	\$825.00			
N 31	KVVU	09/20/12	09/20/12	Fox 5 News M-F 11p	M-F 11-1135p		:30			NM	1	\$475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	---1---				1	\$475.00			
N 32	KVVU	09/22/12	09/22/12	FOX 5 News Sat 10-11p	10-11p Sat		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-----1-				1	\$500.00			
N 33	KVVU	09/23/12	09/23/12	Fox News Sunday 8-9a	8-9a		:30			NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-----1				1	\$325.00			
N 34	KVVU	09/23/12	09/23/12	NFL Early Game	NFL Early Game		:30			NM	1	\$5,150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-----1				1	\$5,150.00			
N 35	KVVU	09/23/12	09/23/12	NFL Late Game	NFL Late Game		:30			NM	5	\$11,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-----2				2	\$5,500.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	KVVU	09/17/12-09/23/12	NFL Late Game	NFL Late Game	-----Su	:30		\$5,500.00	NM		
	See MG 35.3											
	2	KVVU	09/17/12-09/23/12	NFL Late Game	NFL Late Game	-----Su	:30		\$5,500.00	NM		
	See MG 35.4,35.5,35.6,35.7											
	3	KVVU	09/17/12-09/23/12	NFL Early Game	NFL Early Game	----ThFSaSu	:30		\$5,500.00	NM		
	Ⓜ MG for 35.1 09/23											
	4	KVVU	09/23/12-09/23/12	NFL Pre-Game Show	NFL Sa-Su 8a-6p	-----Su	:30		\$1,650.00	NM		
	Ⓜ MG for 35.2 09/23											
	5	KVVU	09/23/12-09/23/12	NFL Pre-Game Show	NFL Sa-Su 8a-6p	-----Su	:30		\$1,650.00	NM		
	Ⓜ MG for 35.2 09/23											
	6	KVVU	09/22/12-09/22/12	Big 12 Football	Big 12 Football	-----Sa--	:30		\$1,100.00	NM		
	Ⓜ MG for 35.2 09/23											
	7	KVVU	09/22/12-09/22/12	Big 12 Football	Big 12 Football	-----Sa--	:30		\$1,100.00	NM		
	Ⓜ MG for 35.2 09/23											
N 36	KVVU	09/23/12	09/23/12	Fox 5 News Su 10p-1045p	Su 10p-1045p		:30			NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-----1				1	\$700.00			
N 37	KVVU	09/23/12	09/23/12	Sports Plus Su 1045p	1045p-11p		:30			NM	1	\$475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-----1				1	\$475.00			
Totals											86	\$38,500.00

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25-TV 5 Drive
Henderson, NV 89014
(702)435-5555

Henderson - Las Vegas

<u>Contract / Revision</u> 484799 /		<u>Alt Order #</u> 06226588
<u>Contract Dates</u> 09/19/12 - 09/25/12	<u>Product</u> DEAN HELLER 4 SENA	<u>Estimate #</u>
<u>Advertiser</u> Dean Heller For Senate		<u>Original Date / Revision</u> 07/10/12 / 08/08/12

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 - 09/25/12	86	\$38,500.00	\$32,725.00
Totals	86	\$38,500.00	\$32,725.00

Signature: _____ Date: _____

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FROM REP AUG8/12 13.16
CHANGES *** KVVU-TV ***

CITY TAX _____ STATE TAX _____ CO-OP BILLING NEEDED _____
DATE AUG8/12 13.16

REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
:LINE#	:	:	:	:	:	: DATE	: DATE	: /WK	: INVT	:	:SPTS:
35	S	100P-400P	30		\$5,500.00	9/23	9/23	0		SUN	0
PROGRAM : NFL											
38	A	1000A-100P	30		\$5,500.00	9/23	9/23	1		SUN	1
PROGRAM : NFL EARLY GAME											
ORD COM1 : SPOTS N/A DUE TO NO LATE NFL GAME. SEE MG OFFER PRE-BOOKED PLS											
ORD COM2 : APPROVE.											
THIS IS A MAKE-GOOD FOR SEP23 ON LINE-35 FOR 2 SPOTS/WK											
39	A	900A-1000A	30		\$1,650.00	9/23	9/23	2		SUN	2
PROGRAM : NFL PRE-GAME SHOW											
ORD COM1 : SPOTS N/A DUE TO NO LATE NFL GAME. SEE MG OFFER PRE-BOOKED PLS											
ORD COM2 : APPROVE.											
PART OF A MAKEGOOD MADE UP OF LINES 38-40											

REP HEADLINE# 6226588 TRF# 484799
\$\$\$ MOD# 0 : UNAPPROVED REV #1 \$\$\$

REP: TEL# 610-293-4100
CREDIT ADVISORY: AGENCY CREDIT RISK !!
ORDER WORKSHEET

FAX# 610-225-1191
HARRIS REPORT FROM REP AUG8/12 13.16
CHANGES ** KVVU-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
-------	-----	----	-------------	------	-----	------	------------	----------	---------	-----------	------	-----------

40	A		400P-800P	30		\$1,100.00	9/22	9/22	2		SAT	2
----	---	--	-----------	----	--	------------	------	------	---	--	-----	---

PROGRAM : COLLEGE FOOTBALL
ORD COM1: SPOTS N/A DUE TO NO LATE NFL GAME. SEE MG OFFER PRE-BOOKED PLS
ORD COM2: APPROVE.
PART OF A MAKEGOOD MADE UP OF LINES 38-40
STATION MAKEGOOD OFFERS:

M1	OK'D	BUY#35	MISSED: SUN/100P-400P	30S		\$5,500.00	SEP23 (2/WK)				(AUG7/12)	
			OFFER: SUN/1000A-100P	30S		\$5,500.00	SEP23 (2/WK)				PLS ADVISE.	
			& SUN/900A-1000A	30S		\$1,650.00	SEP22 (2/WK)					
			& SAT/400P-800P	30S		\$1,100.00						
			CMT: SPOTS N/A DUE TO NO LATE NFL GAME. SEE MG OFFER PRE-BOOKED PLS									
			CMT: APPROVE.									

SEP/12 38500.00 CONTRACT TOTAL 38500.00
TOTAL SPOTS 86

MARKET TOTALS \$192,500 KVVU 20% KSNV 28% KLAS 26% KTNV 18% KVMY 5% KVCW 3% CABL 0%
KTUD 0%

SVC- NSI
DEMOS- RA35+*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE